

APUSH

1960-1968

THE SIXTIES

JFK & LBJ

REVIEWED!

American Pageant (Kennedy) Chapter 38

American History (Brinkley) Chapter 29-30

America's History (Henretta) Chapter 27-28

John F. Kennedy

- **Election of 1960: Kennedy vs. Nixon**
 - 1st time candidates faced off in **televised debates**
 - 1st Catholic candidate elected
- **JFK domestic program was known as the “New Frontier”**
 - Fed \$ to education, health care programs, civil rights, etc.
 - Most of his domestic agenda will be blocked by Congress and overshadowed by concerns over foreign affairs.
- **Kennedy openly called on the nation to be the 1st to put a man on the moon**
- **Peace Corps** created to send Americans to underdeveloped countries

L.A. Sees, Hears Great Debate (10/2)

Los Angeles Times TUESDAY
OCT. 1960

NIXON, KENNEDY MEET FACE TO FACE ON TV

FINAL NEWS

Initial Joust Fails to Develop Any Sharp Clashes Over Issues



PHOTO BY AP/WIDE WORLD



JFK Foreign Policy



- Cold War continues under JFK
- 1961 **Alliance for Progress**: economic development for Latin America
- **Bay of Pigs Invasion**: JFK approves of CIA plan (under Ike) to train Cuban exiles to overthrow Castro govt.

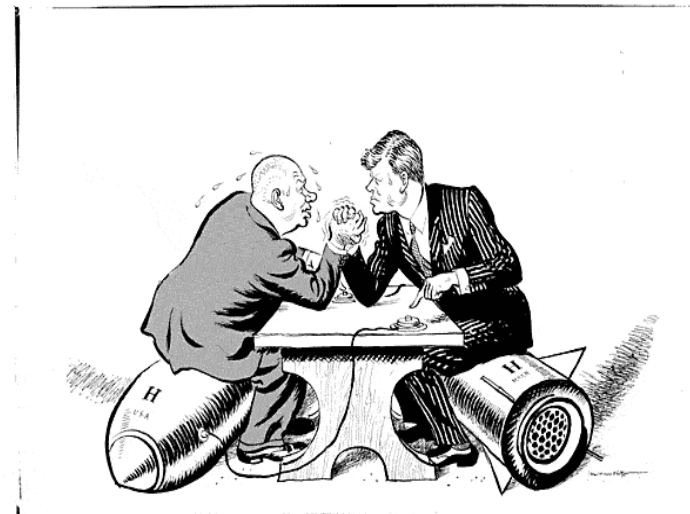
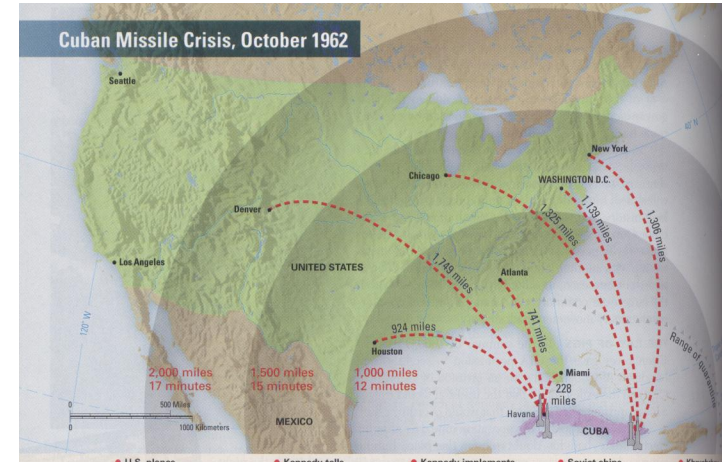
- The invasion is a **complete failure** as Cuban exiles land in Bay of Pigs in 1961 & no uprising comes to their support
- JFK does not send support and Cuba moves closer to the Soviets



Soviets build Berlin Wall in 1961 to keep East Germans from fleeing to West Germany

Cuban Missile Crisis (1962)

- Oct. 1962 U.S. U-2 spy planes discover the Soviets were installing **offensive nuclear weapons in Cuba**
- Kennedy orders a **naval blockade** of Cuba (calls it a **quarantine**) to pressure the Soviets to remove the missiles
- The world was extremely close to a **potential nuclear war**
 - What if Soviets run the blockade?
 - Advisors told JFK to attack before missiles become operational
- Khrushchev agrees to remove the missiles:
 - Kennedy promised **not to invade Cuba**
 - The U.S. would later on **remove missiles from Turkey**
- Impact:
 - **Hotline** between D.C. and Moscow
 - Effort to relax tensions: **détente**



ARM'S RACE CONTINUES

- Kennedy administration moved away from the Dulles idea of **massive retaliation** and “**New Look**” policy of reliance on nuclear weapons
- Problem was nuclear weapons could not be used in smaller conflicts in countries such as Vietnam
- **Flexible Response** (Secretary of Defense **Robert McNamara**): increased spending **on conventional weapons** and maintain a variety of options
 - **Green Berets**
- Defense spending continued to rise under JFK

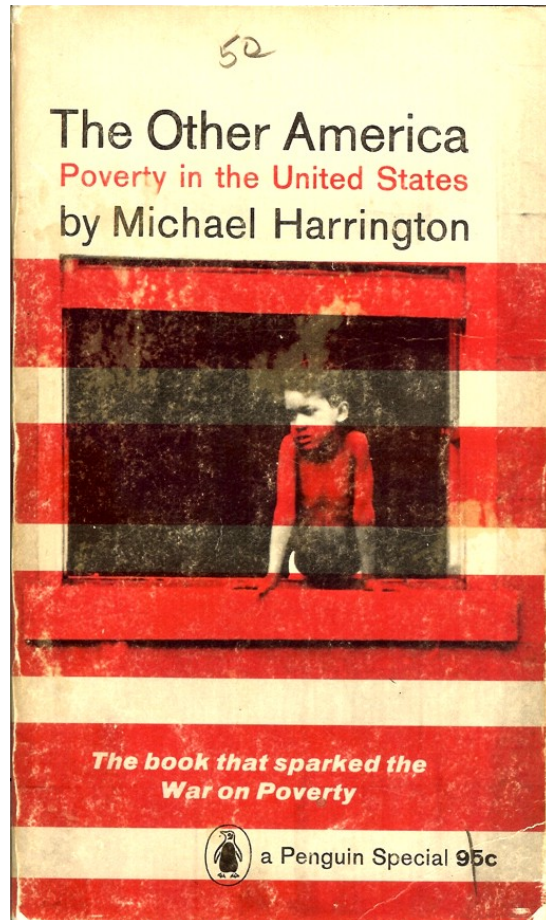


Lyndon Johnson

- **JFK assassinated** in Dallas on Nov. 22 1963 by Lee Harvey Oswald
- **Lyndon Johnson** from Texas becomes the President
- As a New Deal Democrat, 30 year member of Congress LBJ wanted to expand the reforms of the New Deal
- Lyndon Johnson's domestic program "**The Great Society**" would dramatically increase the size and scope of the federal government
 - Unlike the New Deal, the Great Society will seek to advance the **cause of Civil Rights**
- Areas of Reform: 1) Immigration Reform 2) Civil Rights 3) Education funding 4) Medical help for elderly



GREAT SOCIETY



- Michael Harrington's book "**The Other America**" turned the nations attention on the 40 million people **living in poverty**
- Johnson declared an "unconditional war on poverty" and Congress created the **Office of Economic Opportunity** (anti-poverty agency)
 - **Head Start program** (preschool)
 - **Job Corps** (vocational education)
 - **Literacy and legal programs**
- **Immigration & Nationality Act of 1965** ended the quotas designed to restricted certain nationalities (new groups come to America)

ELECTION OF 1964

- Johnson ran in 1964 with a **clear liberal agenda**, intending to increase the welfare state
- Republicans turned to the **conservative Senator Barry Goldwater** (Arizona)
 - Wanted to end the welfare state and balance the budget
- LBJ wins in a landslide
 - But new conservative leaders emerge
 - They don't like programs of New Deal or Great Society
(**Conservative reaction** is coming!)
- Democrats had the Presidency and control of Congress



GREAT SOCIETY



- Great Society programs
- **Medicare**: health care for those over 65
- **Medicaid**: health care for poor & disabled
- Food stamps, fed \$ for arts, public housing, regulation of auto industry, etc.
- Rachel Carson's book "**Silent Spring**" exposed use of pesticides (1962) & helped lead to clean air & water acts
- Great Society expands **the welfare state** to provide assistance to those previously ignored (poor, disabled, elderly, & civil rights!)
- **Critics**: too costly, inefficient, too idealistic, create dependency, etc.

Civil Rights Movement

- JFK was slow on the issue of civil rights
- Grassroots Movements kept the pressure up for change
- **Freedom Rides**: try to end segregation in bus facilities
- JFK sent troops to allow **James Meredith** to register at **Univ. of Miss.**
- MLK & other civil rights activists were thrown in jail in Birmingham, Alabama
 - “**Letter from a Birmingham Jail**”
- **March on Washington** (1963) of over 200,000 people (“I have a dream” speech)
- **Civil Rights Act (1964)**: segregation illegal in all public facilities & established **Equal Employment Opportunity Commission** that banned discrimination in employment



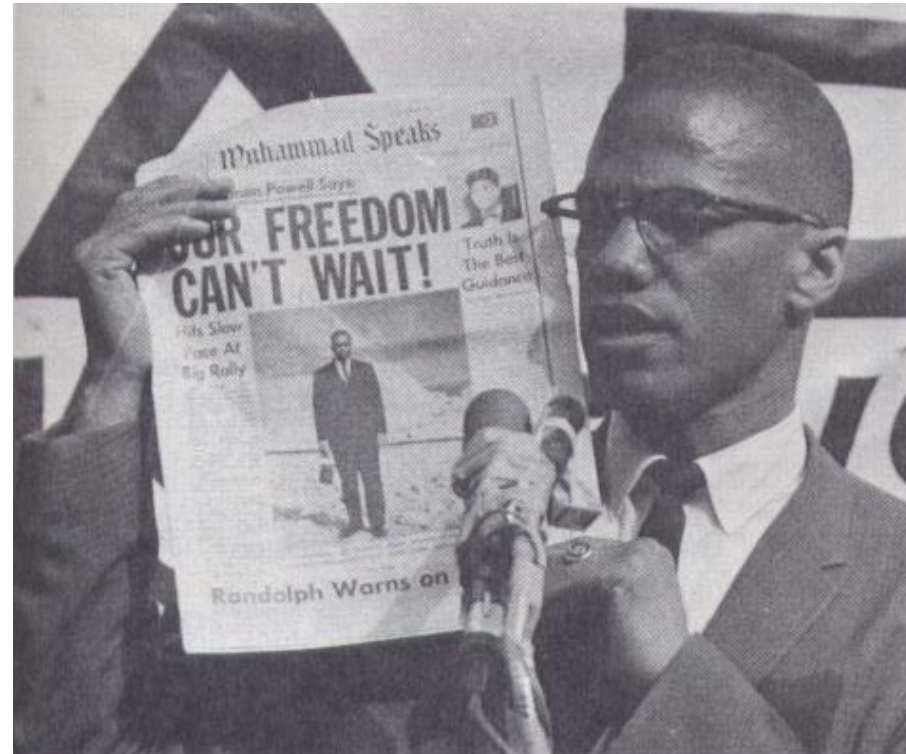
Civil Rights: The Right to Vote



- Lack of voting rights remained a major problem
- **24th Amendment** outlawed collection of poll taxes
- **Freedom Summer** (1964) voter registration drive in Miss.
- **March from Selma to Montgomery** (1965) to advocate for voting rights was stopped by violence
 - LBJ sends in federal troops to protect the nonviolent civil rights marchers
- **Voting Rights Act 1965** ended efforts to prevent African Americans from voting in the south (**literacy test banned**)
- Growing frustration with the slow pace of change

Civil Rights Movement Radicalizes

- **Watts Riots (1965)** broke out following an arrest of a black motorist by white police officers
- **Malcolm X** joined the Nation of Islam. Emphasized black nationalism, self improvement, separatism.
- Leader of SNCC **Stokely Carmichael** called for “**Black Power**” (economic power, racial separatism)
- **Black Panthers** formed in Oakland by Huey Newton and Bobby Seale



VIETNAM

- 1954: France lost the battle at **Dien Bien Phu** & abandon Vietnam
- Increased U.S. involvement under Eisenhower
- U.S. supported unpopular leader of **South Vietnam** named **Diem**
- JFK increased military advisors & troops in Vietnam
- 1964: **Gulf of Tonkin Incident**: LBJ claimed U.S. ship attacked by North Vietnamese in Gulf of Tonkin
- Led to Congress issuing a “**blank check**” for LBJ to send **ground troops** into Vietnam
- **Tet Offensive** (1968): surprise attack by North Vietnam during the Vietnamese New Year
- **Anti-war opposition** intensifies in 1968



Other Movements Emerge

- The Vietnam War deeply divided the nation between “**hawks**” (pro-war) & “**doves**” (anti-war)
- UC Berkeley **Free Speech Movement**, **Students for a Democratic Society (SDS)** issued the Port Huron Statement, and other “**New Left**” movements spread across college campuses
- Betty Friedan created the **National Organization for Women (NOW)**. Campaigned for **Equal Rights Amendment (ERA)**
- **Stonewall Riots (1969)** gave rise to the modern gay rights movement





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